



— MASTER YOUR —

EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE





Emotional Marketing to Attract Luxury Clientele

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Owner + Lead Planner of Urban Soirée
Podcast Host of The Confetti Hour
@urban_soiree | @theconfettihour



What We'll Cover

- What is 'Emotional Marketing'?
 - Why is it useful?
 - How to take an emotional based marketing approach
 - Things to avoid
 - How it can work with your existing marketing plan
- 
- 

What is Emotional Marketing?

Marketing that...

- 1. tugs at the heartstrings**
- 2. feels meaningful and helps others relate**
- 3. speaks to the client's emotions**



The Approach

- Personal Storytelling
- Expertise and Value
- Confidence
- Human Connection

Personal Storytelling

- Listen to your clients
- Take note throughout the planning process
- No detail is too small!





elizabethladuca · Follow

Deer Isle, Maine



elizabethladuca This. This feeling of pure, unbridled, deep-from-within joy at having just said I do to your best friend. This is what you want to carry with you for years to come; to revisit as time passes and memories soften. As photographers, our job is to be open and observant on a wedding day, invisible and decisive, so that each split second moment is documented with care and ease.

Edited · 124w



switzerfilmweddings Guuuuh put into words so perfectly!! 🥰🥰🥰



122w Reply



balsacircle So Perfect.



123w Reply



mckbsbra One of my favorites 💕! We got the moves 🥰



124w Reply



colleenmariecassin you always get the best 🥰



Liked by **urban_soiree** and 144 others

FEBRUARY 18, 2020



Add a comment...

Post



lynnereznickphoto · Following
Commander's Mansion

lynnereznickphoto Emily & Andy 🌟
Timeless romance captured in a soft kiss, a tender embrace, an ephemeral moment.
What does your love feel like?
When you look back at your wedding photos I hope you're transported right back into the feelings of love and joy and romance that you felt on your day. If I can honor the essence of those emotions & the profound beauty of your unique love - in both portraiture and candid moments - I know I've done my job well.
Venue: @commanders.mansion
Event Planning: @bellettereevents
Videography: @jonnyhavens
Catering/Bar: @ForkliftCatering
Cake: @DessertWorksBakery
HMU: @charlottephinney_
Florist: @yourpoppyflowers
Entertainment: @MurrayHillTalent
19h

yourpoppyflowers Beauty 🥰
15h Reply

erourke23 Gorgeous, thank you @lynnereznickphoto !! We are so excited to see the whole album 🥰📸
17h 1 like Reply

♥️ 💬 📌

Liked by harpermaven and 48 others
19 HOURS AGO

😊 Add a comment... Post

What Not To Do



Boston Seaport engagement shoot.

#bostonbride #bostonweddingphotographer
#bostonphotography #bostonphotographer
#bostonweddingvenue #bostonbrides #bostonbride
#bostonweddingphotographer #bostonphotography
#bostonphotographer #bostonweddingvenue #bostonbrides
#bostonweddingphotography #theknot #newenglandbride
#bostonpublicgarden #bostonpublicgardens

Edited · 49w

Showcase Expertise & Value

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Parties That Guests Will Talk About for Years To Come

Our parties are beautiful, but that's just the beginning.

We bring 35 years of experience to planning events that are tailor-made for each host and their guest list.

Our events have been described as fun, unique, elegant, and always innovative.



The "New Normal" of Wedding Planning



Congratulations, lovelies...we are more than halfway through what just might feel like the longest year ever. But over these past few months, the vendors and couples alike have been rapidly adapting, creating a "new normal" in wedding planning. While many couples are choosing to move forward with getting married this year in intimate elopements and tear-filled micro-weddings, others wait patiently for the day when they can celebrate at the big bash they had been so lovingly envisioning and planning. Neither approach is right or wrong – they're both wonderful options, and whichever direction you choose to go in needs to make you feel celebrated as a couple.

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The screenshot shows the top of a website with the logo 'Urban Soirée' and navigation links. The article title is 'What Really Goes Into a Wedding Budget!'. The text discusses wedding budgeting, market segments, and budget variables.

What Really Goes Into a Wedding Budget!

Congratulations, you're engaged! Immediately following the flurry of congratulations and requests to see the ring will come the question: "When's the big day?" With all of the adrenaline and excitement, you probably want to dive right into the planning process, get to the cake tastings, and say yes to your dream dress...and yes, wedding planning is totally as fun as it seems. But before you dive head first into perusing wedding blogs, creating Pinterest inspo boards, and ripping out pages from your favorite magazine, you'll need to answer one, less glamorous but critical, question first: "What's your wedding budget?"

Why is this important? Well, we want you to go into the planning process excited and prepared, which means not falling in love with options that blow your budget.

By knowing your budget up front, you can start honing in on your values and allows you to create the wedding of your dreams, while also leaving you feeling comfortable financially!

An important part of accomplishing this is avoiding getting your heart set on anything unrealistic. The budget really becomes your guiding light when choosing everything – from the location to the type of wedding planning service to the number of guests you invite and beyond! – as you go through this process.

Your budget can actually be your best friend in the planning process. It will help you narrow down your options, define your priorities, and prevent decision fatigue (there are so many options!). Once you know the total number you're comfortable spending, you can then break your budget down into categories, following the suggested percentages below. That might sound overwhelming, but don't worry – we'll walk you through the process. Got your total number in mind? Great! Next, we'll take a look at market segments and what that means for you...

Market Segments

There are different market segments, and different vendors specialize in each segment. These market tiers are not the same for every location – and what makes up these markets is largely related to demand, experience, and overall budget of weddings they service. We'll talk more about location in a bit. The market segments follow: economical, average, high end, luxury, and ultra luxury. Weddings in New England typically start around \$40k for an economical wedding and go upwards of \$200-300k for an ultra luxury wedding. There is a LOT of confusion on markets and it isn't easily laid out for couples planning so we find that can often add to the stress of forming a budget. Our best recommendation for combating this is to first determine your realistic budget then find a vendor who specializes in that segment. You do that by asking the vendor about their typical wedding client looks like and the average budget that they work with!

Budget Variables

A wedding budget is loaded with variables because your plans and vision evolve over time (throughout the process)! Let's look at some of the biggest variables that affect how much a wedding costs:

GUEST COUNT



theshannongrant • Follow
Lenox, MA - Berkshires

theshannongrant It's my job to find pockets of magic on a wedding day and invite my clients in when the perfect moment arrives 🌸

Gone are the days of rigid timelines with hours of portraits scheduled in like back-to-back doctors appointments you're dreading. 🙄

Instead pad your timeline with room to breathe, to savor, to be inspired. Take a stroll with me in the gardens at sunset. Enjoy every moment on a day that goes too quickly. 🥰

12w

danacubbageweddings Yes yes yes! ❤️
12w Reply
— View replies (1)

jessiewymanphotos Well this is absolutely stunning 🥰 ❤️
12w Reply
— View replies (1)

theshannongrant .
.
.
.

vtwedding #nhwedding #newenglandliving

❤️ 💬 📌

Liked by kristinsautter and others

APRIL 12

😊 Add a comment... Post



STEPHANIE VEGLIANTE

NEW ENGLAND, NEW YORK & WORLDWIDE

WHAT TO EXPECT: Stephanie promises to be a consummate professional from the start of your wedding process. She will provide an enjoyable and comfortable atmosphere for you and your guests and be ready and willing to help in any way possible to ensure that your dream wedding becomes a reality. Your wedding images will emulate the beauty and happiness you feel on your wedding day to withstand the test of time.

Stephanie is a seasoned world traveler who's always looking for opportunities to photograph in new places. She's photographed elopements in Ireland, weddings in Paris, creatives in Greece, and artists in Hong Kong, amongst numerous locations around America, and is ready and willing to expand her travels to capture your celebration.

WEDDING OFFERINGS ARE CUSTOMIZED
FOR EACH CELEBRATION

Having started her business as a family and childrens' photographer, Stephanie also specializes in lifestyle portraiture. By bringing her authentic aesthetic to her family and newborn sessions, she's able to offer the same timeless imagery for all of life's biggest events.

Lead with Confidence, Not Ego

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People

The **BACHELOR**



VOGUE

FORTUNE

The Jordan Kahn Music Company has become the fastest rising entertainment company in the world, establishing itself as the new standard in luxury entertainment for every kind of celebration.

As described in his multiple features in Vogue Magazine, Fortune Magazine and People Magazine, Jordan Kahn's bands have performed for President George W. Bush and the First Family, "The Bachelor in Paradise" stars Jared Haibon and Ashley Iaconetti, Ben and Jessica's "The Bachelor" wedding, Jerry Jones, Mark Cuban, and the founder of Yelp, Jeremy Stoppelman.

THE HEART BEHIND URBAN SOIRÉE

With more than a decade of experience in the event industry, Renée Sabo knows exactly what it takes to design the wedding day you've always envisioned. In fact, her love affair with weddings began back during her high school years. Early on, she discovered her passion for weddings went much further than pretty flowers and dreamy dresses. She realized the joy of wedding planning was the opportunity to build meaningful relationships with her clients and their families, who always become dear friends along the way.

*Named Best of Boston® 2020 Wedding
Planner by Boston Magazine*

[LEARN MORE ABOUT URBAN SOIRÉE →](#)





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MAD | Museum of Arts and Design



davisrow Story time. U&D came to us with a venue and a dream, roughly 2 1/2 months before their wedding. After an initial walkthrough to get the wheels turning, we completely reimagined the venue's standard approach. "What if we...?" is one of my favorite questions, and getting everyone on board for this "what if" paid off big time. Vision to heart-swelling reality, with the hard work of @angelsalazardesign, @madmuseum, @park_blvd — and the trust of U&D. Swipe for the full dramatic effect. ✨

[photography @justinjunleeweddings · film @heylovebrain · planning & design @davisrow · venue & catering @madmuseum @robertrestaurant @arkeventsny · floral design @angelsalazardesign · paper & signage @nkdesign.house · entertainment @jarrellentertainment @djusaevents @ajnadance · a/v @park_blvd · rentals @partyrentalltd · hair & makeup @willowhouse.beauty · transportation @legendslimnyc @empirecls · accommodations @jcroomblocks]

#davisrow #davisrowweddings #nycweddingplanner #dcweddingplanner #charlotteweddingplanner #atlantaweddingplanner #southeastweddingplanner #nycbride #modernwedding #weddingdesign



Liked by nkdesign.house and others

JANUARY 21

What Not To Do



Don't Underestimate the Power of Human Connection

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urban_soiree

Belmont Country Club



urban_soiree People always ask what my favorite part of a wedding day is — hands down, it is a moment like this one. Those few minutes I get with my client's (turned friends) in the reception space before we invite guest's in, to reveal the finished room and to see all the hard work, collaboration and dreaming that we did together all come to life. Forever my favorite moment ❤️

P.S. miss you @amandamlank 😭 and thank you @stephanievgliante for this special shot!

Also don't judge the Fanny pack - they're having a come back 😂

Edited · 1w



amandamlank Miss you more! @urban_soiree



1w 1 like Reply

— View replies (1)

[View insights](#)





bameventsbos I've been so lucky this season to share so many special days with special people, from high school friends, industry colleagues and new clients who have become friends and family.

Feeling grateful for the upcoming break to go away twice in one month and looking forward to some extra sunshine in the off season.

These amazing pictures from [@rachelhalseyphotography](#) melt my heart and eye swell up instantly thinking of the amazing day Linda, Alex and Baby Lady had. These sweet moments caught on camera are my favs.

Edited · 35w



maddenmadeevents You're such a badass planner, friend, mentor. You deserve all the sunshine this off season ❤️



35w 2 likes Reply



Liked by [itslauraalbert](#) and 105 others

NOVEMBER 4, 2021



urban_soiree

Jnr Choi, Sam Tompkins • TO THE MOON



urban_soiree Urban Soirée - 2021 Year in Review

14 weddings. thousands of hours of work. countless hurdles. but it was truly all worth it for these smiles.

It's no secret that this year has pushed us over our limits. I experienced more challenges, tears, anxiety, stress & maskne than ever before. However my team and I are coming out of it on the other side, still standing strong, with so much gratitude and motivation.

2021 gave us memories to last a lifetime with the most wonderful clients turned friends. It showed us we're stronger than we think and that we can get through even the most challenging of obstacles if we work together.

To my team, thank you so much for your perseverance and hard work. You ruthlessly took on this year and proved that even a global pandemic can't keep us from doing what we do best. We conquered more than double the amount of weddings than we'd usually take on — combined as pros, probably triple the amount. I'm in awe of each of you and feel so lucky to have you by my side. Thank you for being my rock



Liked by **codykurtzphoto** and **284** others

DECEMBER 30, 2021



Add a comment...

Post

Things to Avoid

- 3 Oversharing personal details
 - Confidentiality
 - Publication Process

Oversharing Personal Details & Confidentiality



- Discuss Confidentiality and Privacy Terms during booking
- Understand What is Appropriate to Share
- Keep personal details private unless approved by the client
 - Example: full names, client address, personal items

Publication Process

- Prior to sharing photos online: Ask your client or the planner if the client is planning to submit to publications
 - If so, what does the timeframe look like?
 - Is the vendor team allowed to share sneak peeks or behind the scenes on social media?
 - Do NOT be the reason their wedding doesn't get published



Next Steps

- Begin an organized system for taking notes throughout the planning process with your clients.
 - Audit your website copy to see if it evoking a story with feelings that will grab your potential clients.
 - Update or create a press page or area on your website.
 - Review your social media captions and come up with a plan on showcasing your expertise and human connection at least once a week in your posts.
- 
- 



Q&A



Continue the Conversation



#NACEEXP22





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